



Email Marketing

Email marketing is now a popular form of direct marketing, which uses email as a means of communicating commercial messages to an audience, using HTML or plain text.

The term is used to refer to sending email messages with the purpose of enhancing the relationship of a merchant with its current or previous customers, to encourage customer loyalty and repeat business. It is also used to send email messages with the purpose of acquiring new customers or convincing current customers to purchase something immediately.

We provide several email marketing services for our clients with the two most popular ones being:

- creation of a bespoke HTML email from supplied visuals (Adobe photoshop, PDF files, etc.), and sending to a database of email addresses supplied in Microsoft Excel format. The sender can then login to our online reporting facility to see who opened it, when and what links were clicked on.
- provision of access to our online **create-send** facility, so that customers can add text & pictures to templates that we have previously created for them and then subsequently manage their own email campaigns with full and comprehensive reporting available.

In addition to the above, we are always happy to provide free advice on what other online systems are available to you. If needed, we will create templates for you to use with them or can create the HTML you require for them, from designs supplied.

If you have already researched some online sites and would like to use one of them, but are not sure which is the best way to go forward with your intended campaigns, we are always available for informal discussion prior to you making any commitments.

Telephone us on **0845 060 3247**.